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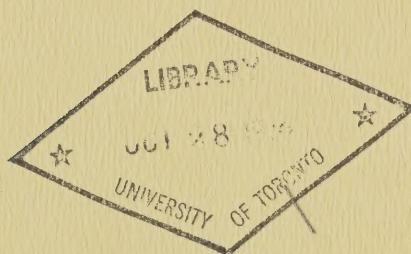
Government  
Publications

Tourism and  
Recreation  
Studies  
Branch  
Report No. 71

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*Ont. Tourism and  
Recreation Studies Branch.  
Report. 71*

T H E  
  
E U R O P E A N  
  
T O U R I S T  
  
M A R K E T



ONTARIO MINISTRY OF INDUSTRY AND TOURISM  
Parliament Buildings, Toronto, Ontario

Hon. John White,  
Minister

Mr. D. J. Collins,  
Deputy Minister



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Dept. Ministry of Industry and Commerce  
[Office of the Secretary]

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T H E

E U R O P E A N

T O U R I S T

M A R K E T

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ONTARIO MINISTRY OF INDUSTRY AND TOURISM  
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May, 1972

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## THE EUROPEAN TOURIST MARKET

To provide an idea of the size of the European, and Overseas market in general, for all of Canada, the number of these visitors and their expenditures in Canada for the years 1966 to 1970 is shown below, along with estimates for the year 1980:

Overseas Visitors to Canada <sup>*</sup>		
Year	Number	Expenditures (In \$ Millions) <sup>***</sup>
1966	410,800	\$110
1967	590,300	154
1968	362,400	87
1969	463,200	113
1970	535,500	152
1980 (Est.) <sup>**</sup>	680,500	\$198

Source: <sup>\*</sup> Travel Between Canada and Other Countries, Cat.No.66-201  
Dominion Bureau of Statistics, Ottawa

<sup>\*\*</sup> Tourism and Recreation Studies Branch, Ontario  
Ministry of Industry and Tourism

<sup>\*\*\*</sup> Expenditures include transoceanic transportation  
fares paid to Canadian carriers.

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For the purposes of this study it is important to note that the ratio of increase in expenditure of overseas visitors to Canada was higher (except in 1968 and 1969) than that of U.S. tourists who visited Canada during this period.

Ratio of Expenditures of U.S. and  
Overseas Visitors to Canada

Year	U.S. Visitors		Overseas Visitors	
	\$ Millions <sup>*</sup>	Index 1960 = 100	\$ Millions <sup>*</sup>	Index 1960 = 100
1960	\$ 375.1	100.0	\$ 45	100.0
1966	729.9	194.6	110	244.4
1967	1,164.2	310.4	154	342.2
1968	891.2	237.6	87	193.3
1969	961.3	256.3	113	251.1
1970	\$1,081.9	288.4	\$ 152	337.8

Source: Dominion Bureau of Statistics, Catalog. No. 66-201

The average expenditure per trip of overseas visitors to Canada from 1968 to 1970 was as follows, excluding transoceanic transportation costs:

Year	Average Expenditure per trip <sup>*</sup>
1968	\$152.
1969	\$173.
1970	\$192.

Source: \* Dominion Bureau of Statistics,  
Catalog. No. 66-201





In 1969 and 1970, the ten leading foreign countries in terms of number of visitors to Canada were:

Rank Order	Country of Origin	Number 1969	Country of Origin	Number 1970
1	United Kingdom	143,600	United Kingdom	157,736
2	Germany (West)	35,300	Germany (West)	41,261
3	France	32,500	France	36,915
4	The Netherlands	23,300	The Netherlands	27,996
5	Japan	18,500	Japan	22,011
6	Italy	15,600	Italy	18,577
7	Australia	14,700	Australia	17,001
8	Mexico	10,000	Jamaica	11,417
9	Jamaica	9,400	Mexico	10,682
10	Poland	7,900	India	9,428

Source: Dominion Bureau of Statistics, Cat. No. 66-201

This same rank order was held in each year, with the exception of Jamaica, Mexico and India, in 1970.

The number of European visitors and their expenditures in Canada from 1967 to 1970 were:

<u>Year</u>	<u>Number</u> <sup>*</sup>	<u>Expenditure</u> <sup>**</sup>
1967	413,500	\$108 Million
1968	254,300	61 "
1969	325,800	80 "
1970	368,200	105 "
1980 (Est.)	414,500 <sup>**</sup>	\$121 " <sup>**</sup>

Source: \* Dominion Bureau of Statistics, Cat.No.66-201

\*\* Tourism and Recreation Studies Branch, Ontario  
Ministry of Industry and Tourism



The above table also gives a forecast of the number of European visitors and their expenditures in Canada, for 1980.

#### Overseas Visitors to Canada and Ontario

Year	Number of Overseas Visitors to Canada*	Number of Overseas Visitors to Ontario *	Ontario's per cent of Total Visitors
1969	463,200	193,900	41.9%
1970	535,500	228,000	42.6%

Source: \* Dominion Bureau of Statistics, Catalog. No. 66-201

In 1969 Ontario attracted 41.9 per cent of all overseas visitors to Canada and in 1970, 42.6 per cent, an increase of less than one per cent.

The relationship between expenditures of U.S. tourists and overseas tourists in Ontario in 1970 was as follows:

Country of Origin	Overseas Visitor Expenditures in Ontario	
	\$ Millions	In per cent
United States	\$533.4 *	89.5%
Overseas	62.5 **	10.5%
Total - all foreign visitors	\$595.9	100.0%

Source: \* Dominion Bureau of Statistics (subject to revision)

\*\* Includes expenditures of overseas visitors on trans-oceanic transportation (estimated by Tourism and Recreation Studies Branch, Ministry of Industry and Tourism)





More than three-quarters of the province's overseas visitors during 1966 (the last year for which data are available - they will again be tabulated in 1972) entered Ontario by way of the United States. The ratio was as follows:

Ratio of Overseas Tourists Travelling  
Directly to Ontario to Those Who Came  
Via the United States

<u>Overseas Visitors to Ontario, 1966 *</u>	<u>Number</u>	<u>Per cent</u>
Direct Arrivals	50,233	23.8%
Arriving Via U.S.A.	161,172	76.2%
Total Overseas Visitors	211,405	100.0%

Source: \* Dominion Bureau of Statistics, Catalog. No. 66-201

An attempt was made to estimate the number of European visitors to Ontario and their expenditures for the year 1980. Figures for 1970 and the estimate, are shown below:

Number of European Visitors to Ontario  
and Their Expenditures

<u>Year</u>	<u>Number</u>	<u>Expenditure</u>
1970	169,800 <sup>*</sup>	\$48 Million <sup>*</sup>
1980	191,000 <sup>**</sup>	\$56 Million <sup>**</sup>

Source: \* Dominion Bureau of Statistics, Catalog No. 66-201  
 \*\* Estimated by Tourism and Recreation Studies Branch,  
 Ministry of Industry and Tourism



Appended hereto is a summary of travel motivation studies conducted among German and French travellers. The First was carried out during 1969 in Germany, and was sponsored jointly by Air Canada, the Canadian Government Travel Bureau, and the Province of Ontario. Although only 50 people were involved, it is an in-depth psychological survey.

The second was also carried out during 1969, among a carefully selected group of French people who travelled to Canada in 1968, and who had previously corresponded with the National Canadian Travel Bureau in Paris, France. In all, 350 questionnaires were sent out and the analysis was based on 139 completed returns.





### Profile of European Visitors

The European visitor to Canada is considerably different from U.S. visitors in many ways. The first notable difference is distance travelled, i.e., 3,000 miles to an average of 100 to 200 miles by visitors from our prime U.S. tourist marketing areas.

Also, for American visitors the trip to Canada is usually of short duration, the majority staying less than 24 hours, and of those remaining overnight, the average length of stay is approximately six days, compared with about 20 days for European travellers.\*

The momentum of U.S. trips is usually less. Having travelled 100 miles to the border, not many U.S. visitors travel 1,000 miles within Canada. This may be observed in the travel patterns of our U.S. visitors where in Eastern Ontario we have found that Americans from Mid-Atlantic States are prevalent, in Northeastern Ontario most U.S. visitors originate in North Central States, and so on. For this reason, certain regions of the province are promoted in those U.S. States generating the highest incidence of visitors to that region.

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Source: \* Dominion Bureau of Statistics, Cat. No. 66-201



As far as the European visitor is concerned - their idea of travelling in Ontario and Canada is completely different. After venturing 3,000 miles across the Atlantic to Ontario, their travelling momentum is greater, and added to this is their inbred desire to visit interesting capital cities as much as possible - thus creating visits to such widely spread attractions as Quebec City, Ottawa, Washington, D. C., Montreal and New York City.

They have a special "cult" for capital cities, provided by their interest in political, cultural and historic fields, and after a journey of 3,000 miles, the additional distance travelled to satisfy their desire to visit these places is considered insignificant.

Before concluding, it should be emphasized that the trip to Canada/North America for most Europeans, is so far, quite an event, entailing years of saving, and probably some economic sacrifices. Again, for this reason, the European visitor would like to see as much as possible while on this side of the Ocean, and prefers to travel as much as possible. In view of these basic characteristics of European visitors, it seems advisable to promote all of Ontario in European markets, not separate regions, as is the case in the U.S. markets.





The main reasons for visiting Canada given by tourists originating in the United Kingdom and other European member countries of the Organisation for Economic Co-operation and Development, are as follows:

Reason for Visiting Canada	Originating in* United Kingdom				Originating in other OECD Member Countries **			
	Year - 1967	1968	1969	1970	1967	1968	1969	1970
	%	%	%	%	%	%	%	%
Visiting friends and relatives	53.2	60.0	56.8	59.8	32.2	47.0	39.9	43.9
Business	10.3	7.0	10.7	7.6	14.3	10.6	18.8	13.0
Recreation	34.1	31.5	29.4	30.0	49.6	39.7	35.7	37.9
Government service	0.4	0.3	0.3	0.5	1.2	0.4	1.1	1.0
Study	0.1	0.3	0.2	0.2	0.2	0.3	0.7	0.4
Other	1.9	9.0	2.6	1.9	2.5	2.0	3.8	3.8

Source: \*Dominion Bureau of Statistics

Note: \*\*European member countries of OECD are Austria, Belgium, Denmark, Finland, France, the Federal Republic of Germany, Greece, Iceland, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

As may be seen, the majority of Europeans gave as their main reason for coming to Canada - "visiting friends and relatives".

According to the Dominion Bureau of Statistics in 1961 there were 450,000 residents in Canada of Italian extraction or birth. This figure would be much greater in 1970. In 1961 Italy generated 18,600 visitors to Canada or less than 4 per cent. The



same picture appears with regard to other ethnic groups, including the United Kingdom. It seems there is a sizable potential in attracting parents and other family members of immigrants to Canada to visit relatives, see how they are doing, what Canada is like, and Canadian life in general. These visitors usually do not require commercial accommodation [which by most European standards are excessively expensive] and we have heard criticism because they do not appear to spend much money in Canada. This factor should be illuminated as first, even those tourists of relatively modest means usually save money and plan on spending it in Canada for souvenirs and personal items. A total expenditure of \$173 would compare with the average expenditure per U.S. visitor-party in Ontario which was \$19 in 1969 \* [\$4.20, for those staying less than 24 hours, and \$44.85 for those staying overnight]. Secondly, if family members did not come to Canada to visit, then new Canadian residents would be more likely to travel and spend Canadian dollars abroad, thus increasing the already negative balance of our tourist economy. Finally, every European who visits Canada, takes home a greater awareness of Canada as a tourist destination.

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Source: \* U.S. Auto Exit Study, 1969, pp 22 and 56, Travel Research Branch, Ontario Department of Tourism and Information, Toronto





So far, "family" reasons have dominated the motivation for visits to Canada and it appears that this will continue to be so for some time. In addition, however, there are other specific reasons for visiting that could be promoted by Ontario:

1. Niagara Falls/Toronto/Ottawa/New York/Washington Tour

These older, well-known cities of North America should be advertised jointly by the United States and Canada to potential European visitors.

2. Hunting and Fishing

This sector of the European market remains unexploited. A hunting license for one bear costs \$1,000 in Yugoslavia. There is on record at least one case where it cost a German industrialist \$10,000 to bag a single large specimen. Similar fee structures exist in Poland, Romania and Czechoslovakia. For the cost of one European hunting license, Ontario could offer a stay of one week at a modern hunting lodge, moose or bear hunting, or goose shoots, and a side trip to Ottawa and Niagara Falls. As hunting in Europe becomes more and more expensive, it seems highly probable that in future Ontario will be able to sell its renewable natural resources (hunting and fishing) at higher prices, provided these attractions are advertised in Europe, and comparable accommodation and food services are provided for this type of tourist.



[The following points are not necessarily in order of importance.]

### 3. Ontario Arctic

Probably one of the most easily accessible Arctics in Canada is in the Province of Ontario, containing such interesting communities as Winsk, Fort Severn, etc. Even the departure point, Moosonee, has much of interest for the hunter and fisherman and outdoor-oriented visitors in general.

### 4. Climate

From a number of surveys carried out in Europe concerning Canada as a travel destination (this is also true in the United States) it has been found that Canada is considered to be a very cold country. This point is mentioned in the study of German travellers, as follows:

"In this connection, the summer temperatures, i.e. heat in Canada, should be emphasized as well as the different cultural points of interest and the possibilities of seeing something new."

A slogan such as: "FIVE HUNDRED MILES FROM PEACHES TO PERMAFROST" could be used for promotion. Ontario is the only area in the world where the two natural phenomena "peaches and permafrost" are so close together. Between these two extremes there is a great variety of flora and fauna that



could be combined with the Canadian Shield, its hills and lakes, its golden Fall foliage, provide many outstanding attractions.

5. North American Indians

A number of studies have disclosed there is a very high percentage of interest in North American Indians and their way of life, cultural exhibits, etc., among Europeans.

6. Business Trips

According to the Dominion Bureau of Statistics, "business" reasons are the third most important inducement for European visitors to travel to Canada. This motive will probably accelerate in future because of Ontario's and Canada's increasing world business activity. Encouraging this type of visitor to remain a little longer and enjoy some of Ontario's attractions and recreation facilities would not only increase their spending in Ontario but also add to the awareness of Canada taken back home.

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## A P P E N D I C E S

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## APPENDIX I

### FRENCH OPINIONS OF CANADA

#### SUMMARY OF THE MAIN RESULTS

##### 1 - Description of the Journey

###### A] For North America as a whole:

- \* More than 45 per cent of those who answered did go to North America. \*Of those who did go to North America, 98 per cent mentioned having visited Canada; 79 per cent, the United States; and 5 per cent, Mexico.
- \* These persons spent an average of 40 days in North America, including  $24\frac{1}{2}$  days in Canada,  $14\frac{1}{2}$  in the United States and 1 day in Mexico.
- \* Of these persons, the ones who spent most time (59 days) in North America were retired people and those of independent means.

###### B] For Canada:

- (a) Means of transport (for the journey to Canada and during stay in Canada)
  - \* For the journey to Canada, 91.5 per cent of those who answered travelled by air and 8.5 per cent by sea.
  - \* Approximately 42 per cent of those who used the airlines travelled tourist class; 2 per cent first class and 56 per cent "charter" (in chartered aircraft).



- \* Just over 50 per cent of the retired people and those of independent means took the boat to journey to Canada, whereas 78 per cent of the students went by chartered flight.
- \* For travel within Canada, 5 per cent of those who answered claimed to have used the train; 22 per cent, the airlines; 53 per cent, the coach and 73 per cent, the automobile.
- \* The means of transport most widely used by the different groups were:
  - (a) the automobile--used by 80 per cent of the retired people and those of independent means; (b) the airlines--used by 33.5 per cent of the liberal professions and senior executives; (c) the coach--used by 66 per cent of the students and (d) the train--used by 20 per cent of the workers.
- \* To go from place to place within Canada, 73 per cent of those who answered stated that they had used the automobile on at least one occasion; 53 per cent had travelled at least once by coach; 22 per cent, at least once by air and 5 per cent at least once by train.
- (b) Number of trips made and method of travelling
  - \* Over 86 per cent of those who answered were making their first trip to Canada.
  - \* Approximately 71 per cent of them stated that they had travelled alone.





(c) Provinces visited and length of stay

- \* Those who answered spent an average of  $24\frac{1}{2}$  days in Canada.
- \* Of these  $24\frac{1}{2}$  days, 15 were spent in Quebec,  $6\frac{1}{2}$  in Ontario and 3 in the other provinces.
- \* The members of the liberal professions and the senior executives divided their time evenly between Ontario and Quebec.
- \* It was the retired people and those of independent means who spent most time (45 days) in Quebec. Those who stayed longest in Ontario were the students who spent  $8\frac{1}{2}$  days in the province.

(d) Total spendings

- \* Those who answered spent an average of about \$275.00 during their stay in Canada.
- \* The retired people and those of independent means spent over \$400.00 in Canada, followed by the members of the liberal professions and senior executives with spendings of about \$300.00.

(e) Purposes for their journey

- \* Slightly more than 13 per cent of those who answered mentioned that they had travelled to Canada on study trips, 6.5 per cent on business trips, 66.5 per cent to tour the country, 46.5 per cent to visit relatives or friends and 15 per cent to work for a while.



- \* Approximately 80 per cent of the retired people and those of independent means and 80 per cent intermediate executives mentioned that one of their reasons for travelling was a visit to relatives or friends, while for their part, 81 per cent of the students and 75 per cent of the intermediate executives mentioned touring as one of their goals.

(f) Time of their decision

- \* A little over 50 per cent of those who answered and who did go to Canada made the decision to do so during the first four months of 1968.

## II - REASONS LEADING THOSE WHO ANSWERED TO VISIT CANADA

- \* Amongst the reasons which led those answering to select Canada as a place to visit in 1968 we find: "The desire to learn about the Canadian way of life, the Canadian "Scene" and what Canadians are like"--mentioned by 50 per cent of them; "Family ties or bonds of friendship in Canada"--mentioned by 43 per cent; and "The lure of Canadian nature"--mentioned by 38 per cent.
- \* "The desire to learn about the Canadian way of life, the Canadian "scene" and what Canadians are like" was mentioned by 53.5 per cent of the members of the liberal professions and senior executives, 50 per cent of the intermediate executives, 43 per cent of the students and 20 per cent of the retired people and those of independent means.



- \* In contrast, "Family ties or bonds of friendship in Canada" was cited by 100 per cent of the retired people and those of independent means, 80 per cent of the intermediate executives, 3 per cent of the students and 6.5 per cent of the members of the liberal professions and senior executives.
- \* Of all the factors which, at a given moment, instilled in these persons the desire to visit Canada, we find: "The fact of having relatives in Canada"--mentioned by 43 per cent of them; \* "The advertizing of Canada's tourist attractions in newspapers, reviews, magazines and periodicals"--mentioned by 31 per cent.

### III - KNOWLEDGE AND OPINION OF CANADA

- \* Of those who answered, prior to their trip, 20 per cent at the very most had a fairly accurate picture of Canada as regards its nature, population, customs and civilization.
- \* Fifty-nine per cent of those answering stated that they knew nothing at all about Canada before visiting it in 1968; 28 per cent said they knew a little about it and 8 per cent said they knew it well.
- \* About 14 per cent of the members of the liberal professions and senior executives claimed to know Canada well before their 1968 trip. For their part, 14 per cent of the students said they knew it fairly well.





- \* Approximately 82 per cent of those who answered stated that they were very pleased with the picture of Canada they brought back with them and 18 per cent, moderately pleased. No one returned with a bad impression of Canada.
- \* Of those answering, 35 per cent classed as excellent the welcome and hospitality extended to French visitors to Canada; 25 per cent classed them as very good; 26.5 per cent as good and 6.5 per cent as fairly good.
- \* More than 80 per cent of the retired people and those of independent means considered the welcome and hospitality accorded them in Canada excellent. However, 20 per cent of the members of the liberal professions and senior executives found them mediocre.
- \* The things most appreciated by those who answered during their journey to Canada were, in order of importance:
  - 1 - The people's kindness, hospitality, friendliness and welcome;
  - 2 - The beauty of the scenery, the loveliness of the beauty spots and the immensity of nature;
  - 3 - The way of life and the comfort;
  - 4 - The road network, etc.
- \* It was the people's friendliness, kindness, hospitality and welcome which made the greatest impression on the members of the liberal professions and senior executives the students, the retired persons and those of independent means. On the other hand, it was the beauty of the scenery,



the loveliness of the beauty spots and immensity of nature which most impressed the intermediate executives and the workers. Lastly, for industrialists and businessmen, it was the way of life and the comfort which most impressed them.

\* On the other hand, the things least appreciated by those who answered were, in order of importance:

1 - The food and the restrictions on wines:

2 - The cost of living:

3 - Niagara Falls with their multi-coloured lighting installations.

\* It was the food and restrictions on wines which most shocked the members of the liberal professions and senior executives, the intermediate executives, the retired people and those of independent means. For the workers, it was the cost of living and, lastly, for the students, it was the Americanization and lack of intellectualism.

#### IV

#### DEMOGRAPHIC CHARACTERISTICS

\* Approximately 43 per cent of those answering were between 20 and 29 years of age.

\* Married persons who went to Canada in 1968 and sent in answers to the questionnaire had, on the average, 2.3 children.

\* Sixty-one per cent of those answering said they were unmarried and 63 per cent of them mentioned their sex as male.

\* Just under 35 per cent of those who submitted answers mentioned that they were students and 25 per cent that they were members of the liberal professions and senior executives.



- \* Thirty-one per cent of those other than students who sent in answers stated their annual income to be less than Fr. 20,000; 22 per cent, between Fr. 20,000 and Fr. 30,000 and 15.5 per cent, between 30,000 and Fr. 40,000.

V - EFFECTIVENESS AND ASSESSMENT OF OUR SERVICES AND DOCUMENTATION

- \* Amongst those answering who did go to Canada in 1968, 93.5 per cent were satisfied with the documentation and information we provided for them; 5 per cent were fairly satisfied and 1.5 per cent were not satisfied.
- \* On the other hand, amongst those answering who did not go to Canada, 89 per cent claimed to be satisfied, 9 per cent fairly satisfied, and 2 per cent not at all satisfied.





CANADA AS A TOURIST COUNTRYA Psychological Study  
on MotivationSUMMARY OF THE MOST IMPORTANT RESULTS

The following are the most important results of the psychological research on CANADA as a tourist country:

- The general attitude towards travelling among the respondents is a very positive one. This is above all because the word "travel" brings to mind ideas of holiday and relaxation.
- The reasons leading to actual travel behaviour vary very much from person to person and are dependant on many factors. Emotionally determined desires about the ideal type of holiday as well as rational considerations play a role.
- The main reasons for travelling are the need for recreation and the need to experience something new. However, these two psychological variables are not two separate motives but just two possible aspects of attitudes which do not necessarily exclude each other.
- The idea of "recreation" (Erholung) may have quite a different meaning for different people. It is a matter of types, on one hand active or passive types and on the other country or town loving types, although in most cases both these two aspects play a role and the emphasis on one and the other varies between individuals.



- For the majority of the respondents "recreation" seems to be connected with definite ideas on climate and scenery. There is a very strong tendency towards vacations in a mild and warm climate, beside the sea.
- The need for recreation is the most important feature of holiday travel. On long distance travel, however, the need for new experiences taken on more emphasis and this becomes stronger the further, the longer and the more expensive the journey appears. This interest in what is different, is partly a real need for information in special areas, e.g. learning languages, and partly completely lacking in special motives.
- A need for prestige and romantic aspects exist on another level of consciousness, and may influence attitudes towards travel, but these are in the main part rationalized.
- Rational considerations are equally as important as the more emotionally determined desires on holidays at the time of the actual decision. Both aspects exist side by side and influence each other.
- Financial considerations are the most important factor in determining the distance and the kind of the journey, the duration of the stay, and the type of holiday.
- Ideas about the ideal holiday - country are not universal but vary among individuals. Considerations of scenery and climate seem to very important. Furthermore as the distance of the destination and the level of expenses increases and the need for new experiences and cultural attractions gets stronger. The political stability of country also appears to be a necessary condition for holiday destination.



- The duration and the frequency of journeys most of all depend most of all on the money and time available. The frequency of travel varies very much from individual to individual. People would like to take a journey at least once a year in the sense of a longer stay. In addition there is a tendency to travel twice, three times or more a year.
- Individual travel has a more positive image than groups travel because of the greater independence possible it is also, however, partly of prestige reasons.
- Preference for travelling alone or in company depends on family ties as on individual characteristics.
- Visiting relatives does not fit the ideal travel concept and are often seen as an instrument, i.e. as a possibility of financial savings. However, they cannot satisfy the needs of a holiday trip.
- Business trips do not seem like pleasure travel because they are not connected with holidays and escaping from everyday-life.
- Planning and financing of travel vary from individual to individual and it is not possible to reduce these aspects to unified patterns of behaviour.
- The distance of a journey is a subjective thing and what is a "long distance" journey cannot be properly defined. Individual experience of foreign travel and general knowledge about a country set the measure for defining what is long distance.
- The planning of long-distance journeys is generally more intensive than for nearer destinations; and people display a greater need for information about the destination



- North America seems generally to be regarded as an attractive and worthwhile holiday destination; North America brings to mind primarily the United States. The great variety in culture, cities, landscapes and climates corresponds to the need for something different to make a long journey worthwhile.
- The ideas about the U.S.A. are usually more detailed and more various than those about CANADA being conditioned by wider knowledge of the United States from the public media of communication.
- CANADA has in general a stereotype image which is mainly concerned with landscape and climate. Hereby CANADA is thought of as a huge forest region with many lakes, fields, and a very sparse population, and is characterized by a cold climate. Besides it is seen as a country with an industrial future just at the beginning of its development.

Compared with the U.S.A. it appears as pioneer country offering to the immigrant good chances of earning money and improved social position, however, being characterized by a certain primitiveness and lack of its own culture.

- The general image of CANADA is not being changed essentially by a stay in CANADA. Only the climate is valued more positively and people are better informed about some individual aspects of the country.
- CANADA - because of its stereotyped image - has a few attractions to offer the tourist. To nature lovers and special groups like fishermen, and hunters, or ski-fans it seems suitable, however, it does not satisfy the requirements which are most important for long distance travel: it does not offer enough cultural attractions and too little that is different. The opinion that people have about CANADA'S cold climate is also a hindrance in making it attractive as a holiday destination.





- If CANADA is to be made attractive to the German as a holiday destination, the present stereotyped image has to be removed, by extensive information spreading processes which for example, show as more positive those aspects which up till now have had a negative image (e.g. climate).

In addition the establishment of an exact target group of those people who could be interested in a trip to Canada should create the possibility of an advertising campaign with definite objectives. Once CANADA has become of real interest as a holiday area and the general stereotyped image has been changed to a positive one, further groups of the population can be attracted by advertising.

### CONCLUSIONS

In order to make CANADA attractive as a tourist country to certain groups of the population one has to advance slowly and step by step. One should proceed in 3 different directions.

To begin with CANADA has to become known on as broad a base as possible - may be by means of radio, T.V., journals, folders etc. - to become topical in the consciousness of the German population. With the help of information outlining the various aspects of this country, the present stereotype has to be broken down to be replaced by a new, interesting and outstanding picture of CANADA.



In this connection the summer temperatures, i.e. heat in CANADA should be emphasized as well as the different cultural points of interest and the possibilities of seeing something new.

A further step which should be taken is the determination of the target-group, which should be especially aimed at by advertising-campaigns.

Once this target-group has been defined in socio-demographic and perhaps in typological terms, advertising-campaigns which are designed for the target-group should be intensively employed. CANADA should be shown again and again as a country with the different and varied possibilities for one's holidays. Special stress should be layed upon those aspects which are of great importance among the target-group.

A last step would be the enlargement of the target-group i.e. to address other groups of the population which eventually could be attained with the help of reduced fares on charter-flights.







